DOCUMENT RESUME

ED 408 041 CS 509 542

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TITLE Stay Tuned! Raising Media-Savvy Kids in the Age of the Channel-Surfing Couch Potato.

REPORT NO ISBN-0-385-47600-4
PUB DATE 96
NOTE 284p.
AVAILABLE FROM Dorian Doubleday Dell Publishing Group, Inc., 1540 Broadway, New York, NY 10036 ($11.95, Canada, $14.95).
PUB TYPE Books (010) -- Guides - Non-Classroom (055)
EDRS PRICE Document Not Available from EDRS.

DESCRIPTORS Audience Response; Educational Opportunities; Emotional Development; Intellectual Development; Internet; *Mass Media Role; Optimal Data Rules; *Parent Child Relationship; *Parent Role; *Television Viewing; *Videotape Cassettes

IDENTIFIERS *Family Communication; Learning Environment; *Media Literacy; New Media

ABSTRACT

This book offers advice and specific guidelines for making the most of the learning and entertainment potential of video and the new media. It shows how parents can carefully select and use TV programs, videos, and the new media to enhance their children's intellectual and emotional growth--liberating parents from TV "guilt." Chapters in the book are: (1) It's More Than Eye Candy: Plug into Your Kid's Viewing and Discover Video's Value; (2) Who's Got the Remote: Video and Parenting; (3) Is TV Only for Dummies?: Video as Part of Daily Life; (4) No Guns, No Sex, No Swearing, and They Want to Watch It Again?: How to Select What to Watch; (5) Homework for Parents: Research Can Lead to Buried Treasure; (6) Rewind and Play Again: A Fresh Look at What Kids Do while the TV's On and How What's on Influences Them; (7) Just the Ticket To Talk: How Videos Can Trigger Meaningful Discussion; (8) Telefuturama Is Here: The New Media; and (9) We're the People: Advocate for Meaningful Kids' Media. Included is a section on additional resources. Contains a bibliography. (RS)

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